

# aim+ COMPANY PROFILE

Our Architecture is a Guarantee to Generate Actions

## BRANDS AS PANELISTS, PARTICIPANTS OR PARTNERS

IBM

Jazz

engro

telenor

teradata.

U  
Unilever

S&P Global

Shell

zameen.com  
Real Estate, Pakistan's No.1 Web

easypaisa

SAP

Mobilink  
Microfinance Bar

groupm

HUAWEI

CCL

Rentokil  
Initial

pepsi  
HAIDRI BEVERAGES  
(PRIVATE) LIMITED

optel

Standard  
Chartered

UBL  
United Bank Limited

INTERWOOD

**CONFIDENTIALITY CLAUSE**

This proposal is designed for relevant client, No part of this document is allowed to share outside or other business partners without prior written approval from AIM Consulting



# COVID PUSHED ORGANIZATIONS TO REVISIT BUSINESS STRATEGIES

Most organizations are optimizing their business strategies to sustain & grow in the post COVID scenario. Considering that the virtual world remained the only option for employee engagement for several months, it is far more important to enhance inclusiveness during strategy cascade. Additionally, research also says 75% employees are interested in knowing more about company strategy .

While some organizations have been conducting strategy sessions, they often need support how to make it actionable by building a deeper employee ownership.

On the flip side, as an employee, strategy sessions might inspire us, but we still struggle to take desired actions for organisational growth. The core reason being a lack of connection between organisational message & employee sub-conscious challenges. As a result, leadership devised strategy remains confined in board room conversations.

AIM Consulting – the only research based company in Pakistan with 5 years of research on audience psychology & corporate experience – enables organizations to implement strategy as an “employee owned narrative”.



Our Attention Span is increased, but 49% professional says, they focus on the content, they are interested in



We forget 90% information within 7 days of Townhall / conferences. Less memory, lesser actions



80% Audience were dis-engaged during their recent townhall/ conferences. A big challenge for Organizations



95% of Professionals Multi-task during engagements and make business mistakes



# Our Introduction.

We are the pioneers in action-based employee engagements focusing on their sub-conscious cravings including attention span, forgetting tendency, retention preferences etc.

▶ CLICK TO WATCH  
AIM INTRODUCTORY  
VIDEO

# Why AIM.

## RESEARCH BASED ORGANISATION

Contrary to traditional event management companies that design business conferences based on customer's input only, we believe in recommending best practices suitable to Your conference objectives. These recommendations are based on our research with the Top 30 Global Gurus of Communication, Biology and Neuroscience.

## GLOBAL BEST PRACTICES

We have intensively researched more than 30 Top Global Gurus in the area of Psychology, Biology and Technology starting from Aristotle and continuing with Steve jobs, Barrack Obama. This enables us to synchronize rhetoric to increase the probability for Your organization to achieve desired results.

## CORPORATE BACKGROUND

Because of our intensive background working with multinational organizations for more than 15 years, we understand global ways of working, senior management's expectations and desired business objectives. This can save the time and resources, generating true benefit for Your organization.

## UNDERSTANDING OF SUB-CONSCIOUS

Audiences face unintended challenges in conferences. We work to shift the organizational mindset from focusing on presenters and contents to enabling audience in order to enable Your organization to achieve desired results.



# Our Services.



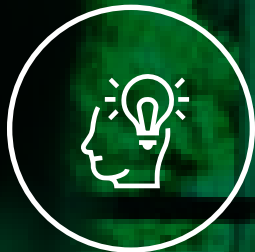
## CONFERENCE/ TOWN HALLS

Your employee engagements throughout the year will be result-oriented when we will connect your content with employee owned success - they will be motivated to join the next town hall



## STRATEGY IMPLEMENTATION

Embedding the strategy to employees through managing their sub-conscious mind and ensuring the generation of the desired action



## IDEAS INTO ACTION

We can design your visual stories that you present to your top leadership. Additionally, rhetoric coaching & rehearsals are part of our contemporary services



## CUSTOMER ENGAGEMENT EVENTS

With strategic partnership model, we can deliver your customer focused conferences as brand loyalty programs. You will get best customer delightness experience by achieving your key business objectives



## ARCHITECT YOUR WORKSHOPS

Due to lesser actions from workshops, it is lowest in companies priorities. Let us transform your workshops into participants owned actionable engagements. Your workshops will be ROI based from now onwards



# 1.

# HR Leadership Summit

HR Leadership Summit aimed to share and celebrate recent successes of the HR community. In collaboration with HR Metrics and SHRM Forum Pakistan, we sought to give HR professionals a platform to share their strategies and advise others on best methodologies going forward in a changed future.

Discussions were structured around the following questions:

- Challenges faced by organizations during Covid19
- How they impacted the organizations & employees
- Which innovative processes they implemented to overcome these challenges

Summit Architect by

**aim:**

Strategic Partner

*HR metrics*

**Brands as panelists, participants or partners:**





# ACKNOWLEDEMENT

SUMMIT BROCHURE  
(CLICK BELOW TO READ)

ANTICIPATION POSTS



SOCIAL MEDIA LAUNCHING VIDEO  
(CLICK BELOW TO WATCH)

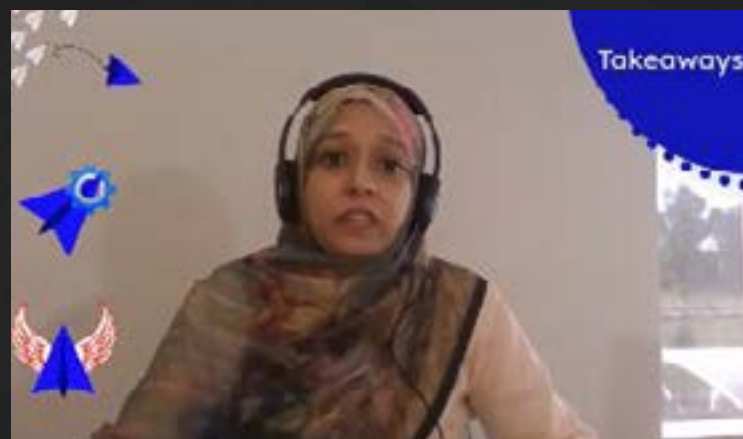




# COMMITMENT

## PRESENTATION & SPEAKER OVERLAY

(FIRST TIME INTRODUCED IN PAKISTAN)



## ZAHID MUBARIK VIDEO

(CLICK BELOW TO WATCH)



## PANELISTS ADVISED ACTIONS

- Upskilling isn't an option anymore, but a necessity
- Technology is a force multiplier for managing the workforce
- Invest in employees through regular pulse checks
- Create balance and focus more on value creation
- Redesign jobs to support flexibility
- Faith, Love & Passion are the pillars to overcome any obstacle
- Soft skills are transforming into core skills

\*comments taken from live section by panelists during the summit



# REINFORCEMENT

## SUMMIT HIGHLIGHTS

(CLICK BELOW TO WATCH)



## FULL SUMMIT VIDEO

(CLICK BELOW TO WATCH)

**WE WELCOME YOU TO  
“HR LEADERSHIP SUMMIT”**

## AUDIENCE KEY ACTIONS

- Employees come first
- Stay positive in any situation
- HR should be advisors not followers
- Performance management is to be done purposely and not as an activity
- Change is the only permanent thing, so be ready and adopt it
- Amidst this digital disruption, HR needs to be future ready in order to remain credibility
- Policies are not the bible, and can be changed as and when required

\*comments taken from live chat by audiences during the Summit



# 2.

## WORK RE-IMAGINE SUMMIT

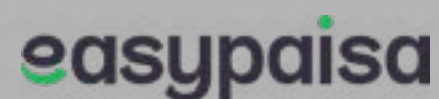
WR (Work-Reimagine) Summit was important in a time of crisis and uncertainty, as it brought together leaders from diverse backgrounds to give a plan for the future to the people. It sought to explore the future of work and workplaces. Industry leaders and pioneers shared how their organizations operated to support their employees during this phase of uncertainty, and how it can benefit other organizations.

CEOs and managing directors served as panelists during the various sessions to discuss the fabled 'business professional' of the future. How do they see the ideal business professional of this altered future? What are some skills this ideal professional must have, and how can employees and entrepreneurs emulate those skills?

Summit Architect by

**aim:**

**Brands as panelists, participants or partners:**





# ACKNOWLEDGMENT

## SUMMIT TEASER VIDEO

(CLICK BELOW TO WATCH)



## SUMMIT BROCHURE

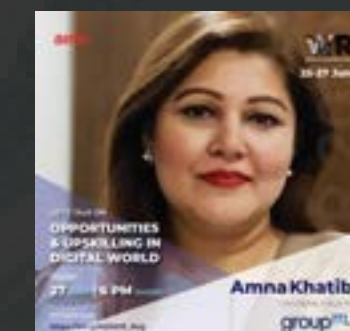
(CLICK BELOW TO READ)



## ANTICIPATION POSTS

## LAUNCHING VIDEO

(CLICK BELOW TO WATCH)





# COMITMMMENTS & REINFORCEMENT

## WELCOME VIDEO

(CLICK BELOW TO WATCH)



## ELO SUCCESS STORY

(CLICK BELOW TO WATCH)



## CLOSURE POSTS



## HIGHLIGHT VIDEO

(CLICK BELOW TO WATCH)





# 3.

## WEBINARS

Turning a challenge into opportunity, AIM Consulting held a series of webinars during the COVID pandemic. Featuring a diverse range of topics and speakers, the webinars covered discussions about leadership, employee engagement, changing workplaces, and IT integration.

It was extremely important to have these webinars at this time when people were working from home in a stressful environment and grappling with the fear of an elusive disease while dealing with entirely new systems. We at AIM Consulting consider it our duty to contribute to the society and its people. And the webinars were an innovative way to engage people to distract them from monotonous WFH life.

The webinars are also essential in motivating leaders and employees. Their main purpose was for:

- Leaders to share their strategies and methods of leadership with others
- Employees to understand that there are functions in place for their well-being and how to best approach them
- Employees to figure out how to upskill and advance further in their work

**Brands as panelists, participants or partners:**

Webinars Architect by

**aim:**

Deloitte

TE DUBAI  
FOSTERING ENTREPRENEURSHIP

Transworld  
HOME

teradata

Graana.com

S&P Global

IBM

CCL

telenor

AGENCY21  
INTERNATIONAL

NETSOL

Teamup

WORKFORCE  
PLANNING  
GLOBAL

PHARMATEC  
Caring for all generations



# WEBINARS



## IT INDUSTRY: DEFINING SUSTAINABLE FUTURE

Based on S&P Global true story, a journey to peek into the future

[Click below to watch](#)

[Part 1](#)

[Part 2](#)



## BUSINESS OUTLOOK OF THE FUTURE

Global Leaders' perspective on how business will operate from now

[Click here to watch](#)



## UAE: LOOKING BEYOND COVID

Exploring opportunities & Up-skilling to succeed in UAE

[Click here to watch](#)



## DIGITAL TRANSFORMATION POST COVID

Deep-dive fireside chat between top technology leaders

[Click here to watch](#)



## EMPLOYEE ENGAGEMENT OF THE FUTURE

Considering the fears and concerns, how leaders should engage their employees

[Click here to watch](#)



## SENIOR LEADERSHIP ROLE DURING COVID19

Creating balance between organisational sustainability & employee comfort, an interesting dialogue

[Click here to watch](#)



# 4.

## PERSUADE

INITIATE | EVOLVE | GROW

The Persuade Summit is a cross industry actionable event aiming to take you to a journey to achieve business growth. With pure focus on the actions for your organization, it will be a benchmark program for process driven companies, corporate emergers and industry leaders of Pakistan.

- Company wise conversations on expectations from Persuade Summit
- Change Makers brand stories covering critical business functions
- Functional Panel Sessions with Industry Leaders
- Cross industry conversations to enhance exposure and ideas
- Commitment on how AIM will support to execute actions
- Factory /Corporate Office Visit Plans - Next Steps in Journey

**Brands as panelists, participants or partners:**

IBM

easypaisa



pepsi  
HAIDRI BEVERAGES  
(PRIVATE) LIMITED



teradata.

ptcl

INTERWOOD

CCL FORWARD



S&P Global

Ignite

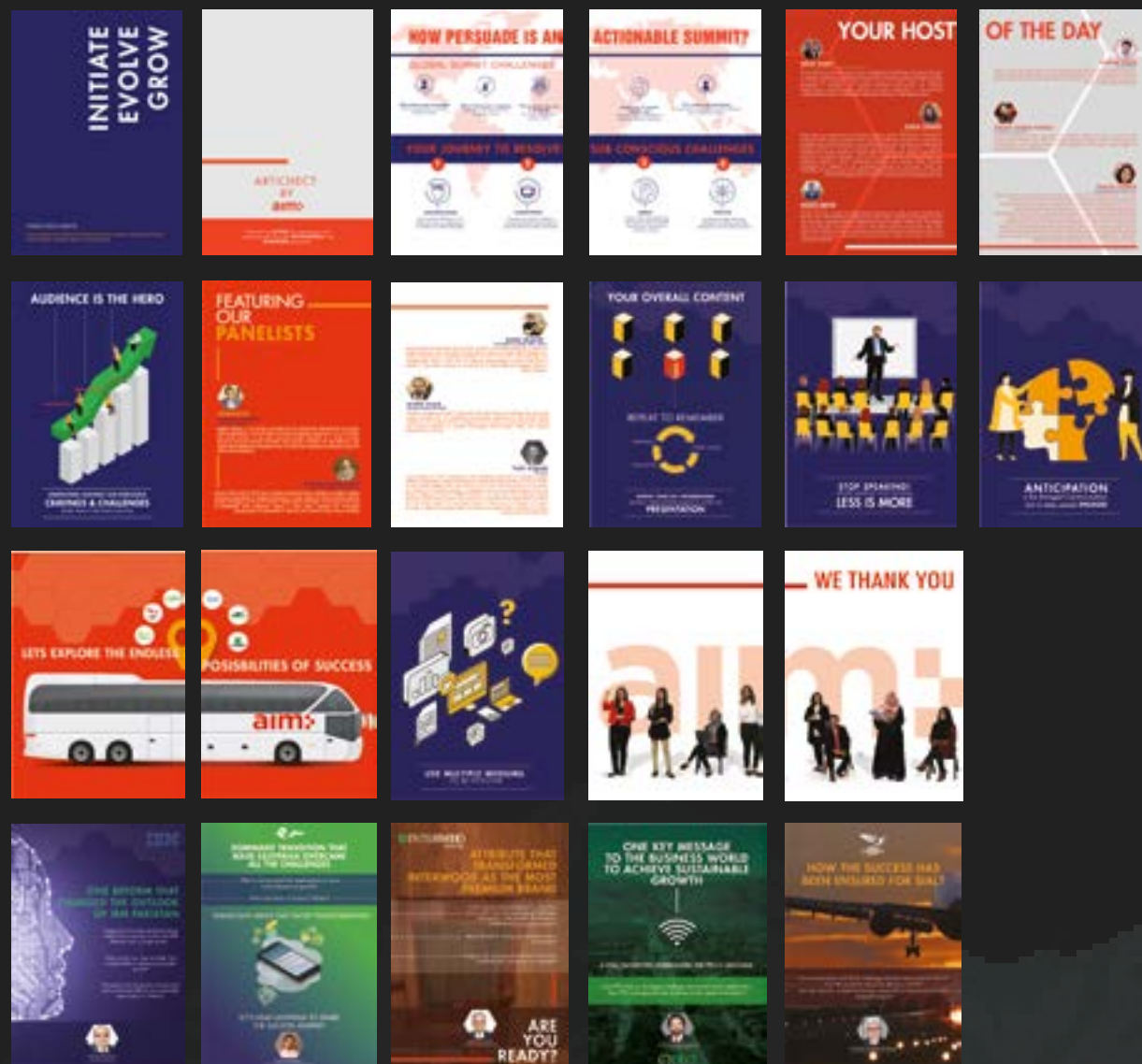
National  
Incubation  
Center

ITR@S



# COMMITMENT

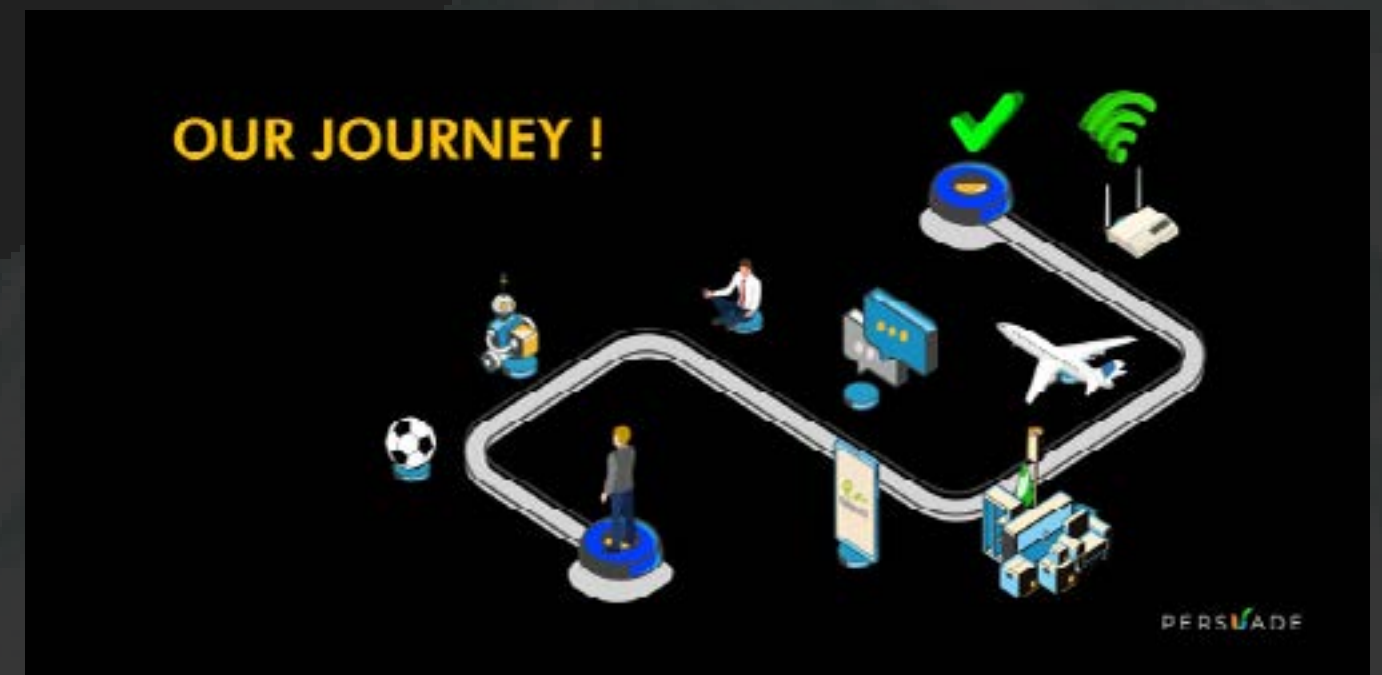
## DIARY



## ACTIONS



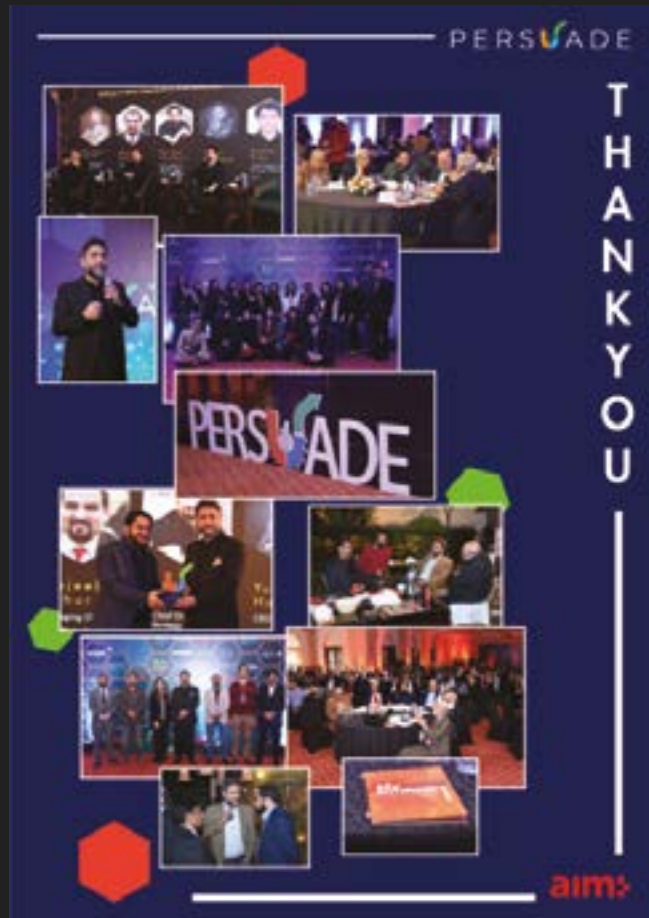
**POWERPOINT SLIDE**





# EMBEDDING

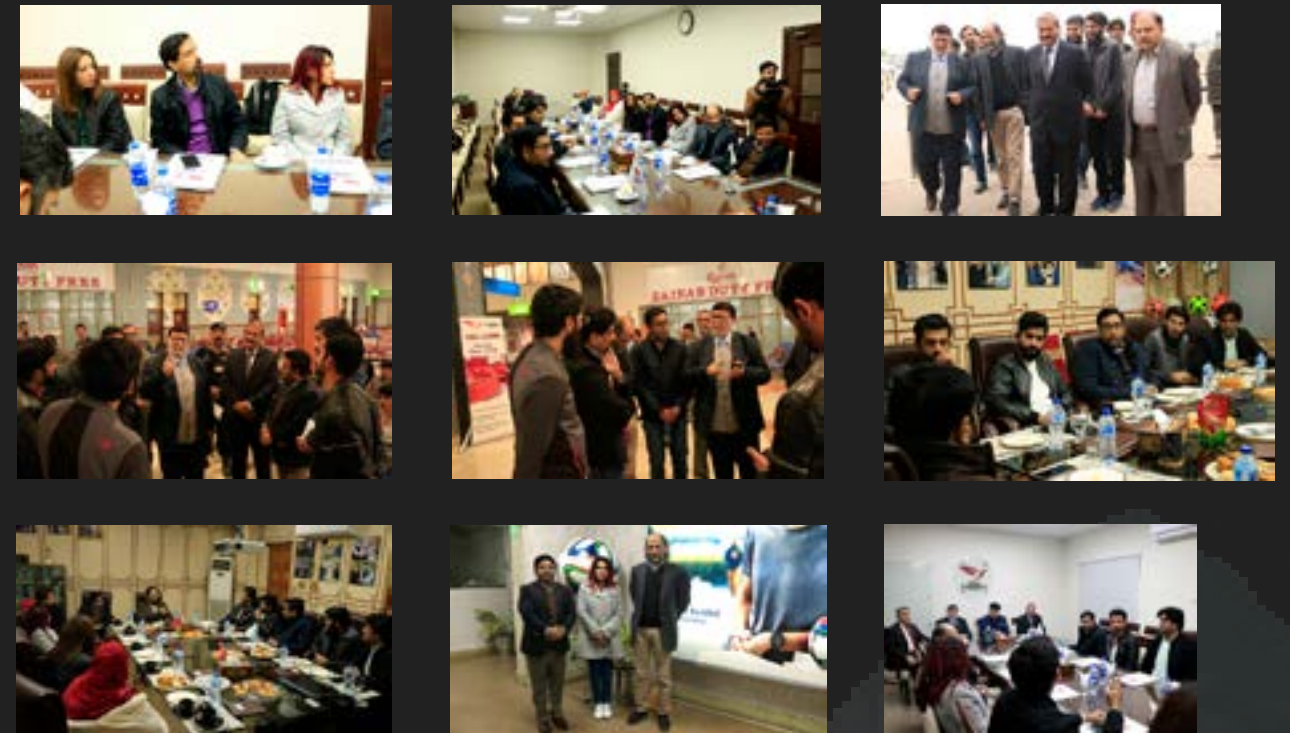
## COLLAGES (SENT TO ALL PARTICIPANTS)



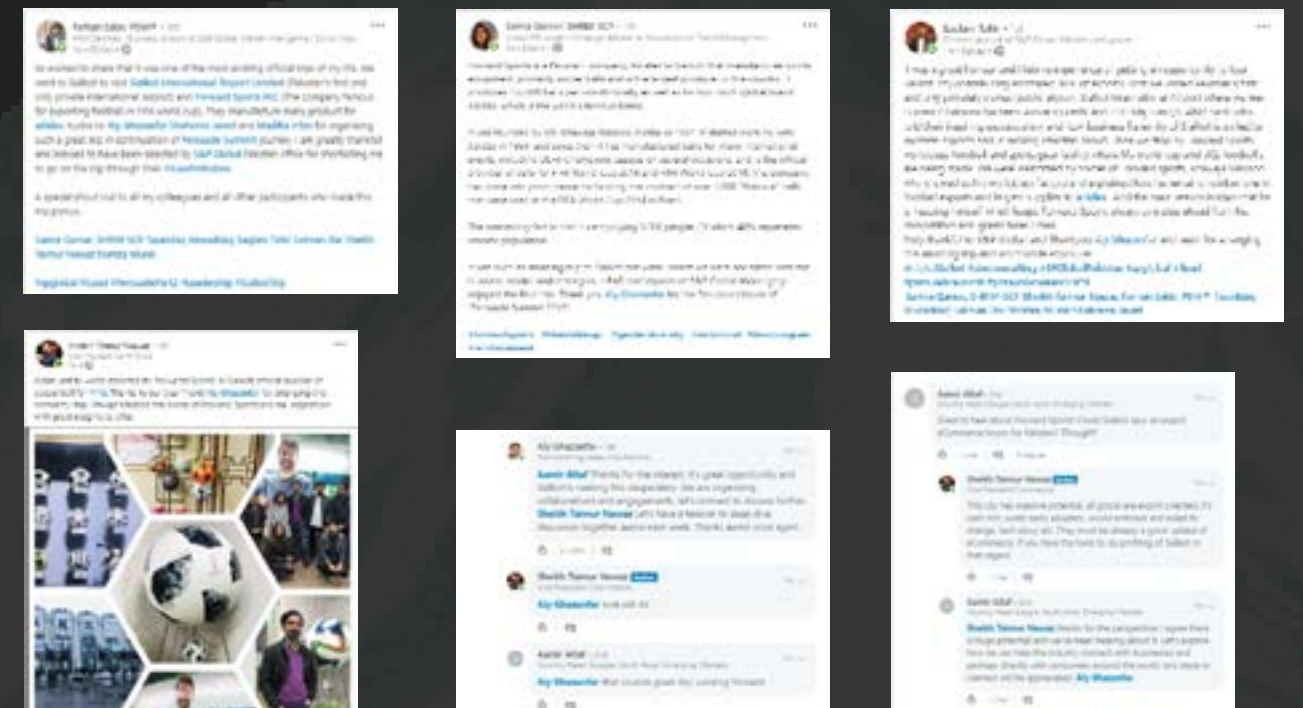
## PERSUADE HIGHLIGHTS



## REINFORCEMENT (LAHORE AND SIALKOT)

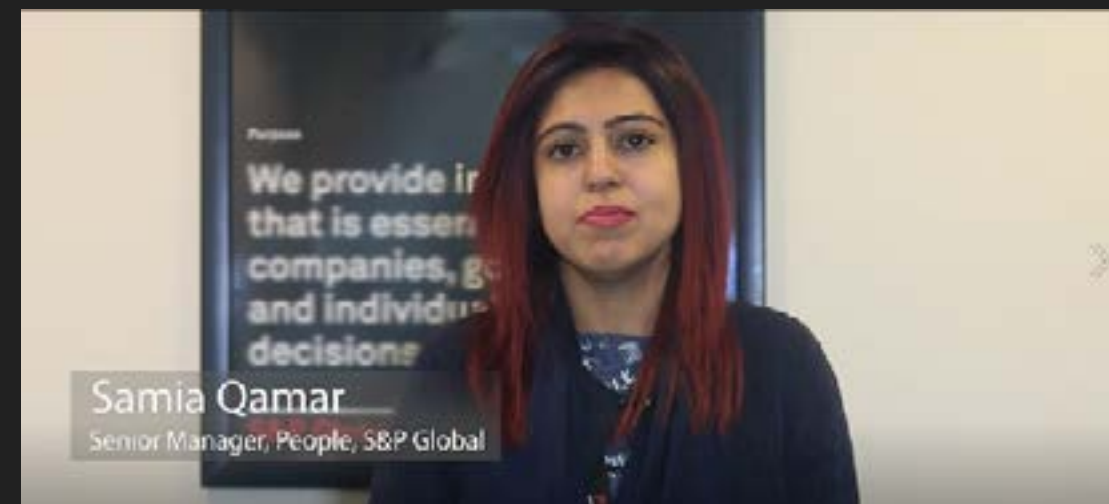


## LINKEDIN POSTS





# EXECUTION



## PERSUADE CLOSURE



### 13 ACTIONS

- One SMART Action [which you are proposing your organization to Implement]
- Micro level engagement with the employees to work on their development areas. Need to take up the learning activity graph for the employees.
- Continue to build alliances in the local market, have talent exchange programs in cross industries for developing the talent of Pakistan which will provide fresh perspectives, provide platforms for branding Best industry practices.
- Kick off Innovation and Ideation Platform within organization.
- Have meetings to discuss future challenges and bring solutions to the table on a monthly basis? Rely on technology instead of people.
- Make a team or dedicate some time of few teams only for R&D in order to think and implement the latest technologies or tools into our daily workflows.
- Persuade the culture of innovation & its execution which enable business to react promptly towards the rapidly changing environment.
- Improve process in our corporate team.
- R&D requirements fulfillment in year 2020 for the launches of year 2021.
- Active focus on R&D to ensure competitive advantage in the market. Specifically, R&D into maintaining supplier information to reduce lead times.
- To Increase the presence of women in higher management in Pakistan office.



# 5.

## **AIM sub-conscious impact Analysis on Global Roll-Outs including Apple, Cricket World Cup & IK Speeches**

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**Our Research is tested on Global Brands  
through detailed reviews & responses**

Conference Architect by

**aim:**



# AIM Analysis on Global Events

## ARTICLES



### VIDEO ANALYSIS

7 Powerful Learnings from Apple WWDC Event

[Click here to watch](#)



### MEDIA COVERAGE

University Industry Exchange Summit Coverage by Express News

[Click here to watch](#)



### SELF AFFIRMATION

Gauranteed Tricks to Win World Cup 2019

[Click here to watch](#)



### HOW TO USE APPLE EVENTS TO BUILD CHARISMATIC LEADER

[Click here to read](#)



### 3 MAGICS - ASPIRING LEADERS MUST LEARN

[Click here to read](#)



### IMRAN KHAN 3 SPEECHES (DURING ELECTION 2018)

[Click here to read](#)



# 6.

## Roll-Out Campaign for Industry Academia Exchange Program

UNIVERSITY INDUSTRY EXCHANGE

Conference Architect by

**aim+**

Brands as panelists, participants or partners:







# INFO GATHERING IN ORDER TO CATALYSE YOUR ORGANIZATION

**Dear Valuable Customer,**

Thank you for choosing AIM consulting as your Conference Design Partner. We strongly believe in extending our services as per the needs of customers in order to help them achieve desired objectives.

We would appreciate if you fill the document providing all relevant conference related details. We will deliver just what you need through implementing our integrated framework and global best practices.

We promise to make your event informative, inspirational and memorable.

Sincerely,  
AIM Consulting  
CEO AIM Consulting

**1. Name of the Program/Conference**  
(Complete agenda of the conference with title, presenters & duration)

**Title:**

**Number of Participants:**

**Target Topics covered:**

Topic & Theme	
Duration of the topic	
No. of participants attending	
Content of the Topic: Marketing, Supply Chain, HR, IT, Security, Finance, Internal Communication	
Write all relevant departments	
Expected audience/clients	
Expected change in business/ thinking	
Expected monetary, stocks or facts to be discussed/communicated	

**2. PRESENTER & PRESENTATION DETAILS**

**NAME OF PRESENTER:**

Write as following the topic

Contact profile of Presenter: **e.g. LinkedIn profile link**

No. of participants attending

Presenter's experience on experience the following on a scale of 1-100

- Communication Clarity
- Body Language
- Other

**3. Interesting skills**

**Will the presenter prefer presenting with or without slides?**  
Please describe his/her comfort zone.

**How will the content of presentation be shared with us?**  
(Word/PowerPoint document)?

**Will the presenter prefer a speech script?**

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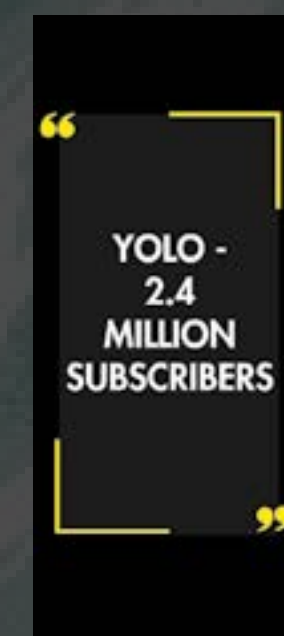
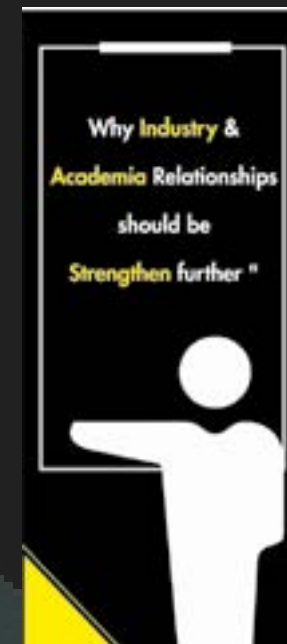
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**How will the content of presentation be shared with us?**  
(Word/PowerPoint document)?

**Will the presenter prefer a speech script?**

**THANK YOU FOR YOUR DIRECTED TIME**





# YOLO SUMMIT PRESENTATION PREPARED BY AIM CONSULTING

Our Research on Slide Psychology help to embed messages through practical techniques. Below is the complete presentation prepared for YOLO & EBS. As per global research, 99% Presentations are painful to Employees, due to too much information on the slides. Get the idea from below presentation on how we design the presentations in a contemporary & Innovative way which are impossible to ignore



1



2



3



4



5



6



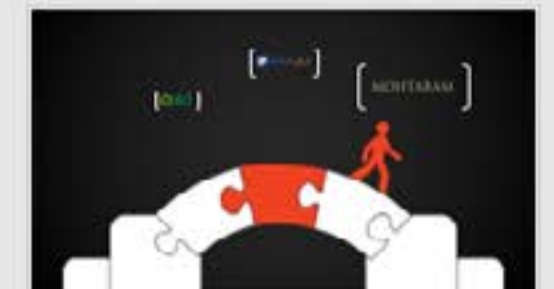
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8



9



10





# RECOGNITION TO AIM ARCHITECT

Below are the Backdrops, Banners, Standees designed and placed in the Summit. The design was based on Slide & Audience psychology. Proper colors, theme and flow was prepared supporting the narrative of the Summit

Check the Audience feedback from Telenor, PTCL, Nayatel & TV Media on how they understood the difference AIM has created while designing the campaign which was never done in Pakistan.

## TESTIMONIALS



## EVENT HIGHLIGHTS





# 7.

## Orientation Campaign for University of Sydney & UNSW in Australia collaboration with E–Lead

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CompleteContributioninVisionProgram

Architect by

**aim+**



# VISION PROGRAM [CAMPAIGN]



## TEASER





# AIM PRESENTATION



2



3



4



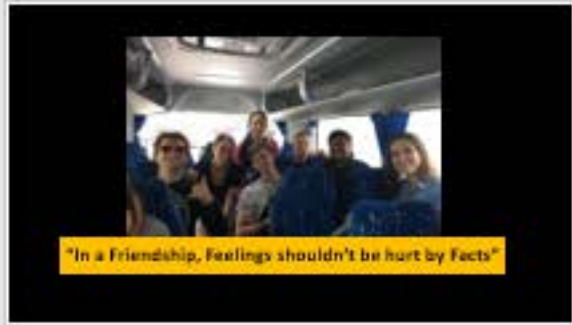
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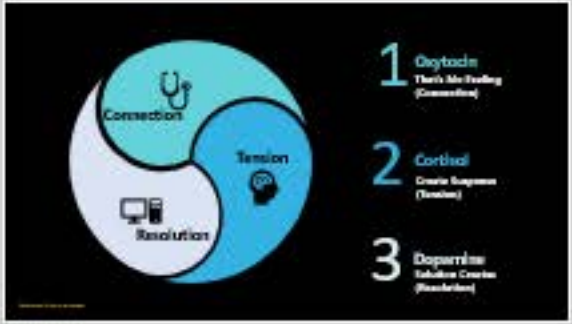
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10



12



13



14



15





# POST VISION PROGRAM TESTIMONIALS

## TESTIMONIALS





LET US PRESENT OUR SOLUTION  
WE PROMISE YOU WILL BE  
SURPRIZED POSITIVELY

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[ALY@AIMCONSULTING.CO](mailto:ALY@AIMCONSULTING.CO)



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